

Media and Communication Management M.A. Specialisation Brand Management

Overview 3 und 4 semester

1st Semester	Start with 180 ECTS	2nd Semester	Start with 210 ECTS	3rd Semester	4th Semester
Digital Technologies 5 ECTS 3 SWS		Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS 3 SWS
Current Issues 5 ECTS 3 SWS		Statistics and Business Mathematics 5 ECTS 3 SWS		Media Economics and Management 5 ECTS 3 SWS	Media and Communication Research 5 ECTS 2 SWS
Research-oriented Project 10 ECTS 3 SWS		Understanding Media and Communication 5 ECTS 3 SWS		Accounting and Finance 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Marketing Strategy 5 ECTS 3 SWS		Brand and Branding 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

Job perspectives

- (Digital) Brand Manager/in
- Strategy Director
- Senior Product Manager/in
- Senior Strategic Planner
- Senior Consultant Brand Communications

Projects from the studies

- Creative briefs including consumer insight and positioning, e.g. for TUI Cruises in cooperation with the Yours Truly agency
- Benchmark study on the staging of luxury in digital media and derivation of marketing measures for the Rolls-Royce brand
- Development of a digital channel and content strategy in the field of oral care for the brands Elmex, Meridol and Colgate